

ABSTRAK

Tujuan penelitian ini untuk mengembangkan produk digital grafis yang mampu mengangkat nilai-nilai kearifan lokal Jawa Timur dan mendeskripsikan pendekatan *design thinking* yang dapat membekali *entrepreneurship skill* bagi siswa SMK. Metode penelitian ini menggunakan jenis kualitatif dengan data deskriptif yang meliputi teks, video, dan audio untuk memahami pengalaman SMK dalam menerapkan *design thinking*. Sumber data yang dijadikan sebagai subjek penelitian ada dua SMK, yaitu SMKN 12 Surabaya dan SMKN 1 Bagor di Nganjuk. Teknik pengumpulan data melalui wawancara, diskusi kelompok terpusat, observasi, dan studi dokumen/pustaka. Metode pengolahan data dimulai dengan reduksi dan kategorisasi. Tahap analisis data menggunakan analisis eksisting terhadap produk digital grafis yang sudah ada di pasar digital lalu mengembangkan produk yang baru. Hasil penelitian menunjukkan pengembangan aset digital grafis baik bendawi maupun tak bendawi yang berbasis kearifan lokal dengan pendekatan *Design Thinking* terbukti signifikan dalam membekali *entrepreneurship skill* siswa. Model *Design Thinking Double Diamond* terbukti efektif dan ideal untuk diimplementasikan dalam pembelajaran Desain Komunikasi Visual (DKV) di SMK, khususnya dalam konteks pengembangan aset digital berbasis kearifan lokal. Kerangka kerja dengan fase berulang (*Discover, Define, Develop, Deliver*) ini dapat mentransformasi siswa dari eksekutor teknis desain menjadi desainer strategis berwawasan budaya.

Kata kunci: produk digital grafis; kearifan lokal; Jawa Timur; *design thinking*; *entrepreneurship skill*

ABSTRACT

The purpose of this study is to develop digital graphic products that are able to elevate the values of East Javanese local wisdom and describe a design thinking approach that can equip entrepreneurship skills for vocational high school students. This research method uses a qualitative type with descriptive data including text, video, and audio to understand the experience of vocational high schools in implementing design thinking. The data sources used as research subjects were two vocational high schools, namely SMKN 12 Surabaya and SMKN 1 Bagor in Nganjuk. Data collection techniques through interviews, focus group discussions, observations, and document/literature studies. The data processing method begins with reduction and categorization. The data analysis stage uses existing analysis of digital graphic products that already exist in the digital market and then develops new products. The results of the study show that the development of digital graphic assets, both tangible and intangible, based on local wisdom with a Design Thinking approach has proven significant in equipping students with entrepreneurship skills. The Double Diamond Design Thinking model has proven effective and ideal for implementation in Visual Communication Design (DKV) learning in vocational high schools, especially in the context of developing digital assets based on local wisdom. This iterative phase framework (Discover, Define, Develop, Deliver) can transform students from technical design executors into culturally aware strategic designers.

Keyword: digital graphic products; local wisdom; East Java; design thinking; entrepreneurship skills